

Memo

11th May 2009

To: The City Council of City of Frisco

From: Datta Yoga Center

Re: Fusion, June 6th 2009, 3pm

Date: May 15th, 2009

Datta Yoga Center requests a variance from the current "noise" ordinance for "One-Night " on 6th June 2009 to undertake the Fusion Event. The variance is for an extra hour. The event start time is at 15:00 hrs and the closing time that is being requested is for 23:00 hrs.

Fusion - Fusion is a Festival of Communities. In 2008, we had over 5000 people attending and with over 70 businesses participating in the event.

Our objective is to facilitate cross cultural integration and create a vibrant Frisco. Our focus is to contribute significantly in defining the character of the city of Frisco. Fusion is a platform to build this city into a city of multi-cultures with focus on art, fashion, music and sports.

This year's event is going to be held at the Warren sports center, Frisco with over 18 restaurants, 43 commercial businesses such as T-mobile, Toyota, Western Union, state farm and over 32 nationalities participating. It also has sports viz a soccer exhibition match by FISC youth, a volleyball tournament and a cricket tournament followed by Fireworks. There is a multi country international fashion show of 60 participants from 32 countries.

We anticipate that 8,000 people will enjoy this year's Fusion. We expect several people from Irving, Allen, McKinney, Plano, Richardson and Fort worth.

The event is encouraged and supported by Turkish Association of North America, The City of Frisco, The Frisco Chamber, The Frisco Square, The American Asian Citizens Council, Tantex, Gujarati Samaj, The North Texas cricket Association, The Frisco Soccer Association, The Frisco Athletic Network Inc, The Frisco conventions and visitors bureau and the various chambers of commerce in DFW.

This year's event is being sponsored by Minimum Capital, Everest Heights, State Farm Insurance, Western Union, Hebron Group, Lawson Travel, Skypass Travel, Wilson Travel, Malani Jewellers, Primus Global, Cigniti Inc, Gallop Technologies, American Information Technology Corporation.

Rationale For Extension by an hour:

Over 18 restaurants, 40 different businesses from DFW metropolis and a few from Chicago and Austin are attending this festival. Although, we are starting at 1500 hrs, it being summer, the crowd enters the arena around 18:00 hrs. This in turn gives very less time for businesses to sell and make profit. We are increasing the early attendance by including three different sports and a kite festival.

Given the difficult economic times we are all in, we are making a particularly strong effort to raise attendance, dollars and contributions. Further, this event's success is highly dependent on vendor's profitability. We will be completing the fireworks within the stipulated time.

Past History of this event:

This is our second year and we had no issues in our first year. Our attention to safety and health inspections has resulted in "no issues" in the last year's event.

Proceeds:

This event is being run on a very tight budget. Due to the nature of the event and also the current economic environment, our sponsorships decreased by 50 percent this year where as our costs increased due to the expansion of the event.

Last year, we had negligible dollars post the cost of running the event.

This year, we have committed to all our supporting organizations that NYC will provide 20 percent of non-NYC generated revenues (ie sponsorships, booths and other funds raised from other communities other than NYC) to be given to the Frisco education foundation fund.

If there are any proceeds post expenses and the commitments, then NYC will be reinvesting those proceeds for the next year's event. After such provisions, the remaining proceeds if any will be given to the NYC's charitable activities that supports schools for poor children in Asian sub continent, supporting AIDS victims, investment in research on Music therapy and healing for fatal diseases such as Parkinson's, Alzheimers and cancer.

A portion of the proceeds are also being given back to the participating teams. For ex: the Cricket tournament winner has a cash award of 2000 USD, runner 1000 USD. The volleyball winner has a 500 USD cash award and runner a 250 USD cash award.

2009 Fusion schedule

The 2009 schedule for Fusion is:

15:00 hrs – Start, Kite Festival, Sports , Food Festival, Shopping.
17:00 hrs- Fusion Entertainment
21:45- Fireworks
23:00- Closure.

DYC procedures of notifying residents around Warren are:

1. A Flyers will be delivered to each HOA with times as stated above.
2. The HOA's are invited to express any concerns to the DYCF. If we have concerns presented then we will address at that time. For ex: Providing detail explanation on how we are safe guarding the interests of the residents

We don't anticipate high decibel music to be played after 10 pm.

We request the Council to approve this request for a variance of the noise ordinance for the above mentioned event. The event has become a staple in the Frisco community and the DFW community and provide an inexpensive family friendly environment to the community.

DYCF of course wants all residents around Warren and people who are attending to be happy and you can be sure we take all steps to ensure this.

Thank you for your time and consideration. And please join us for this year's festival of communities on June 6th 2009.